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Croatia

Retail Food Sector

Supermarkets and Market Research Firms

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Report Highlights: Supermarkets first became significant in the Croatian retail food sector in 1997. Today, 37 percent of households regularly shop and buy most of their food in supermarkets. This has led to a decline in the number of smaller stores. Croatian imports of consumer food items have almost doubled from \$267 million 1993 to \$416 million in 2000. This report contains a listing of major supermarkets and their sales levels as well as a listing of market research companies active in the retail food sector.

Includes PSD changes: No
Includes Trade Matrix: No
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The internationalization of the Croatian retail food trade started in 1997, with the opening of the supermarket chain 'Drogerie Markt.' Today, Croatia has about 16,000 shops, or roughly 3,500 shops per million inhabitants. Most of these are smaller neighborhood shops and kiosks. Croatia's total imports of consumer foods almost doubled, from \$267 million in 1993 to \$416 million in 2000. Increasingly, imports are being distributed through large (multinational) supermarkets.

The return of tourism to the Dalmatian coast and rebounding consumer demand in urban areas is fueling demand for consumer foods. There is also a growing appreciation for convenient, one-stop shopping and consumers remain price sensitive. Two years ago only 18 percent of households shopped at supermarkets, whereas today 37 percent do most of their food shopping there. Because of competition from domestic and foreign owned supermarkets, small retail food stores lost one quarter of their market share between 2000 and mid 2002 and many are expected to close in the coming years. Similarly, shopping in near by countries (mostly Slovenia, Austria and Italy) fell from \$361 million to \$83 million. To combat competition from supermarkets, traditional food retailers are organizing to combine purchasing power. For example, 800 smaller shops representing 15 retail chains recently merged their purchasing departments into one.

Supermarkets in Croatia:

Company name	Turnover 2001/num.of shops	Foreign (F) Domestic (D)
Konzum	\$323mill/ 230 shops	D
Getro	\$426mill	D
KTC	\$102mill	D
Fliba (Mercatone)	\$91mill	F
Ipercoop	They are building a shop of 20,000 m2	F
Billa	\$40mill/9 shops	F
Mercator	\$89.3/67 shops-2 trade centers	F
Metro	\$53.3mill/1 shop	F
Kaufland	1 shop	F
Alastor	\$89mill/10 shops	F
Kerum	\$80mill/30 shops	D
Ultra	\$200mill/450 shops- 7 retail chains	D
CBA	\$200mill/300 shops- 8 retail chains	D
DM	30 shops	F

Market Research Firms in Croatia Dealing with the Retail Food Trade

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